

RULE 2202–ON-ROAD MOTOR VEHICLE MITIGATION OPTIONS

EMPLOYEE COMMUTE REDUCTION PROGRAM

TECHNICAL EVALUATION OVERVIEW

The purpose of this document is to provide insight to the regulated community on how Employee Commute Reduction Programs are reviewed and evaluated by AQMD staff. It is further intended to provide tips and helpful recommendations to employers for developing successful Employee Commute Reduction Programs.

Triennial Employee Commute Reduction Programs are reviewed and evaluated to determine if the elements of the program constitute an effective and viable approach to meet, or make reasonable progress toward the AVR target. To make such a determination, the program must provide the assigned Transportation Specialist an understanding of the worksite conditions and ridesharing behavior of its employees. To this end, the program must provide complete details in all sections of the Employee Commute Reduction Program forms. Equipped with this information, each Transportation Specialist evaluates the program to determine its feasibility of reaching, or making progress toward the AVR target. For an adequate review and evaluation, the proposed program should contain at a minimum the following information:

- ✓ Clearly stated program objectives;
- ✓ All required program data is included in the submittal;
- ✓ Clearly identified worksite analysis and documentation;
- ✓ All AVR requirements are met for accurate calculations;
- ✓ A clearly written understanding of why the AVR was not attained and how the proposed strategies will enable the worksite to attain the target AVR;
- ✓ Full details on all proposed strategies and how each will be administered; and
- ✓ Inclusion of revised strategies or addition of new strategies when AVR is stagnant or declining from the AVR goal.

TYPES OF STRATEGIES

For uniform interpretation purposes, four (4) categories of strategies are identified. Each category is defined and examples of types of strategies are provided, but not limited to these lists. Employers are free to develop their own customized strategies.

Basic/Support Strategies:

These service-oriented strategies may not by themselves encourage ridesharing, but they may serve as a foundation upon which to build a program that encourages the use of alternative modes of transportation other than solo driving. Some are likely to have an immediate impact; however, the impact of others may not be immediate. These strategies in and of themselves may be acceptable in a program only if the employer has already attained the target AVR.

- Guaranteed Return Trip
- Use of company fleet vehicles for business-related trips
- TMA/TMO Membership
- Rideshare Bulletin Boards
- Transit Route Information, Bicycle Route Maps
- Ridematching Services
- Personalized Commute Assistance
- New Hire Orientation
- Facility improvement (ATM, cafeteria, childcare facility, postal services)
- Flex-time
- Preferential Parking for Ridesharers

Educational Strategies:

These strategies are aimed at educating employees and family members of the effects air pollution has on our environment and health. Their direct impact on employees is difficult to assess, but are more likely expected to have a long-range effect. These strategies in and of themselves may be acceptable in a program if the AVR target is already being achieved.

- Employee Personalization Programs (stress reduction through ridesharing)
- Individual Responsibility Programs (concern for the environment)
- Child/Elderly Health Issues (concern for the most vulnerable)

Communication /Marketing Strategies

These strategies should continually reinforce the use of alternative modes message, the benefits of ridesharing, the health/environmental effects, and cost savings to employees. They are expected to produce long-term behavioral change. Evidence shows that direct and constant communication is vital to program success. These strategies in and of themselves may be acceptable in a program if the AVR target is already being achieved.

- Employee Rideshare Committees
- One on one rideshare recruiting
- Rideshare articles in newsletters
- Poster contests
- Promotional flyers
- Centralized Rideshare Service Centers
- Internet/Intranet sites
- Employee family involvement

Direct Strategies

These strategies usually offer a direct reward to the employee for their active participation in the program. However, some strong strategies in this category are not necessarily a direct reward to the employee, but more of a company policy or work scheduling strategy. Evidence shows that direct strategies are considered a strong incentive in behavioral change from solo driving to alternative modes and usually produce an increase in AVR. Therefore, these strategies may be recommended when the AVR has had no improvement since the last Triennial Program submittal.

- Direct monetary incentives
- Car/vanpool subsidies
- Prize Drawings
- On-site sale of transit passes at discount rates
- Bicycling/walking incentives
- Lunch Hour Shuttles
- Transit Shuttles
- Time Off with Pay
- Free fuel and other vehicle services
- Telecommuting
- Compressed Work Week
- Points Reward Program

The aforementioned strategies are applicable for sites submitting single or multi-site Triennial Employee Commute Reduction Programs.